

National Education Knowledge Industry Association



Communicating in the Emerging Knowledge Utilization Era

The Annual NEKIA Communicators Institute
June 2-3, 2005

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Institute Goals:

- 1. To share information and best practices among the communicators.*
- 2. To build new communications skills and refine existing ones.*
- 3. To collectively develop ideas and strategies that will advance the field of education knowledge utilization.*

Agenda for Thursday, June 2

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| 1 p.m. | Welcome, Introductions & Agenda Overview |
| 1:15 p.m. | Education Knowledge Utilization in 2005 – A Status Report on Policy, Politics & People
Presentation and discussion -- Jim Kohlmoos |
| 2 p.m. | A Critical Eye to Finding High-Quality Research
Presentation and discussion – Ron Dietel, CRESST |
| 2:45 p.m. | Break |
| 3 p.m. | Soundbites that Sizzle! Training Your Non-Communicators to Communicate
Presentation and discussion – Dan Tobin & Alison Cohen, EDC |
| 3:45 p.m. | Media Relations Roundtable
Moderator – Max McConkey, WestEd |
| 4:30 p.m. | Break (until dinner) |
| 6:30 p.m. | Dinner – Riverside Grill, 3050 K St. NW (Georgetown waterfront area)

Guest Speaker – Jerry Sroufe, AERA director of government relations |

Agenda for Friday, June 3

- 8 a.m.** **Continental breakfast**
- 8:30 a.m.** **Your Best Communications Idea of the Year**
Brief Roundtable – moderated by Jay Diskey
- 8:45 a.m.** **Managing the IES Message**
Presentation by Mike Bowler, director of the outreach and communications for the Institute of Education Sciences
- 9:45 a.m.** **Communicating through Change**
Presentation and discussion – Terri Reden, PLATO
- 10:30 a.m.** **Break**
- 10:45 a.m.** **The Education Research Beat 2005**
Presentation and discussion -- Debbie Viadero of *Education Week*
- Noon** **Lunch**
- 12:15 p.m.** **Where Do We Go From Here? Challenges and Opportunities in the Knowledge Utilization Era**
Final roundtable discussion -- all participants
- 1:30 p.m.** **Adjourn**